

Feb. 5, 2016

# Citizen Engagement & Communication



A black and white photograph of a man in a suit and a baseball cap, operating a crane. He is holding a control lever with his right hand and a cable with his left. The background shows a building under construction.

# **2015 Royal Celebration**

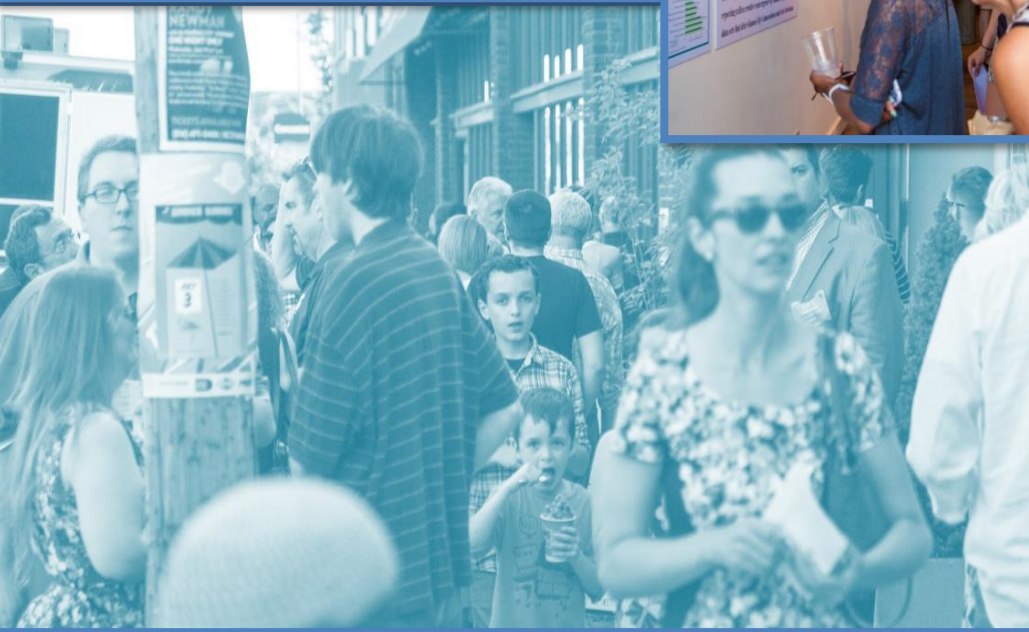
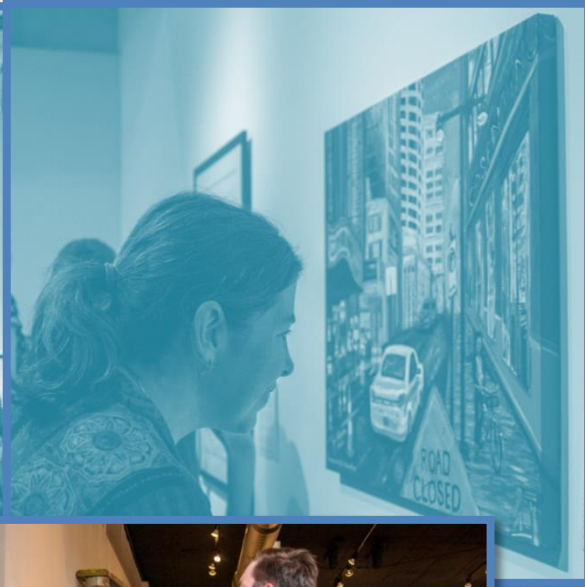
Response	Percentage
Yes, the current government	45%
Yes, the previous government	10%
No, the current government	35%
No, the previous government	10%



# THE ART OF DATA

*The Art of Data exhibit celebrates five years of data analysis and reporting with a creative convergence of visual art representing the data sets that drive Kansas City's innovations and civic decisions.*







# Kansas City: A World-Champion City



# Platform Party & Rail Rally



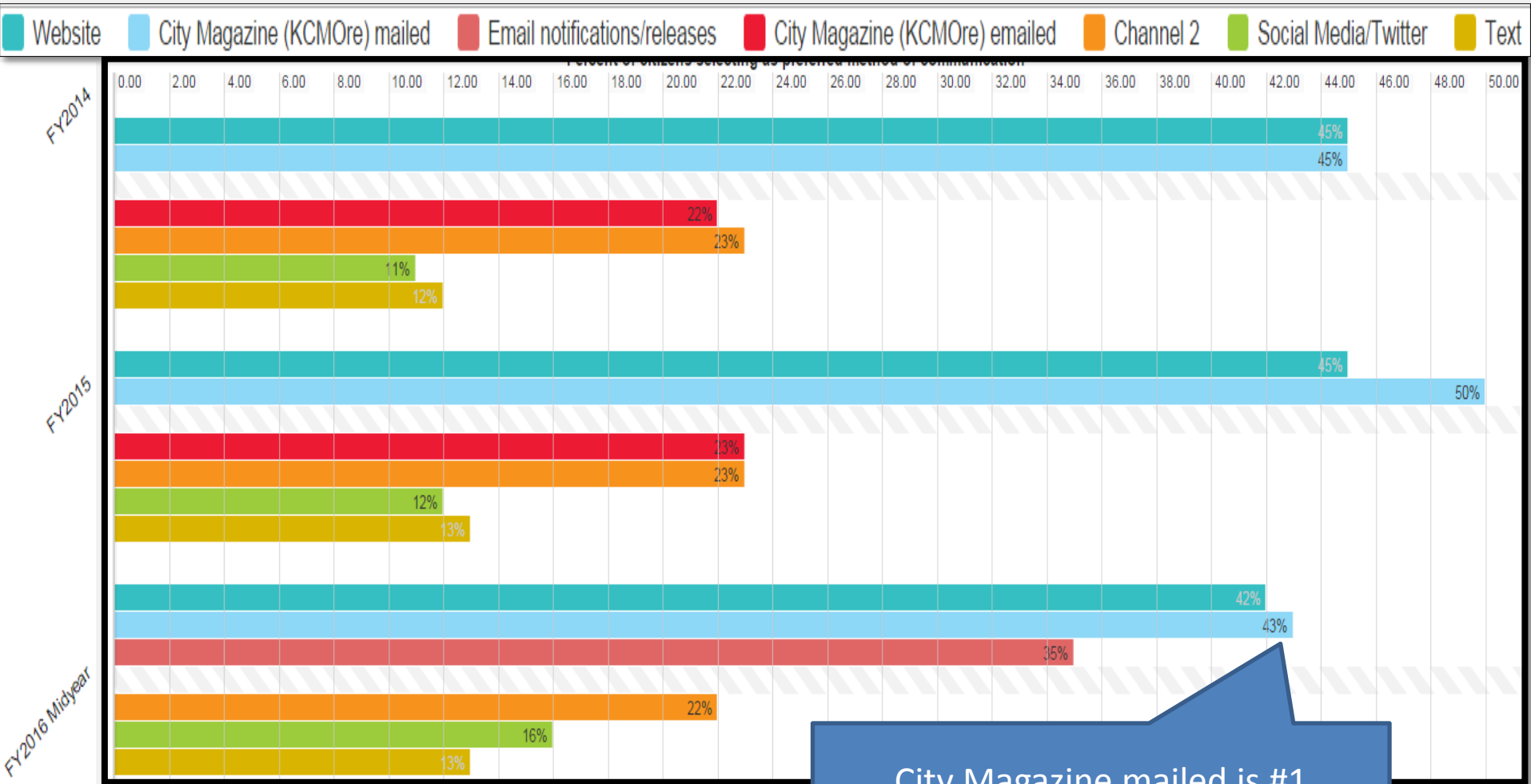


# Citizen Workshops & Live Budget Twitter Chat





# How do citizens like to receive information from the City?



City Magazine mailed is #1 preference, followed by Website

# Social Media Engagement



Snow



#KCStat



@KCMO311



mySidewalk



Support for  
Royals/Chiefs



Avatars



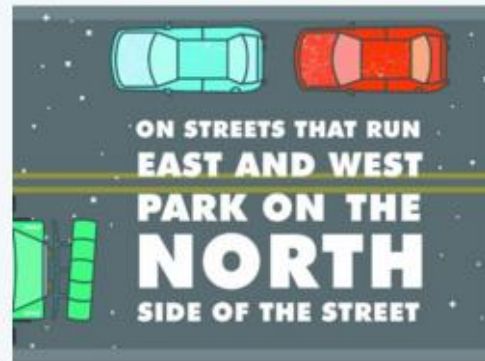
# Coordination during snow events

- We work with Public Works to determine social messaging before, during, and after a snowstorm.
- Coordination with 311 to ensure slick street requests are sent in after snow crews complete routes.



Kansas City, MO @KCMO - 29 Dec 2015

Good tips on how to park on side streets so **snow** plow drivers can get down your street safely.



Kansas City, MO @KCMO - 29 Dec 2015

Reminder that you can check the status of where **snow** plows are located in real time on streets at [bit.ly/KCSnowPlowMap](http://bit.ly/KCSnowPlowMap)



Kansas City, MO @KCMO - 29 Dec 2015

Latest updates at [kcmo.gov/snow](http://kcmo.gov/snow). Crews worked on primary streets overnight and will continue to salt and plow as needed.

# #KCHelps during snowstorms



As you see people helping each other during the snow and post-storm, share with us using [#kchelps](#) Examples:

[youtu.be/rAtQ2EWFXNQ](https://youtu.be/rAtQ2EWFXNQ)



sporto  
@sportogirl



Reading all these [#kchelps](#) tweets makes me want to go shovel the whole sidewalk on my street. What an awesome hashtag. Love my town.



Rachel Tate  
@rachel\_sue



Thankful to live in KC where random people will stop to help me push my little car out of the snow! [#kchelps](#)



Junie710  
@junie710



Helping someone stuck in the snow outside Cosentininos at [@KCPLDistrict](#) [#kchelps](#)  
[pic.twitter.com/FYkHyTpvUx](https://pic.twitter.com/FYkHyTpvUx)





# Live Tweet KCStat Meetings

- Each month, we live tweet stats and info from the KCStat meeting.
- Also take questions during and after mtg
- Check [kcmo.gov/kcstat/meetings](http://kcmo.gov/kcstat/meetings) for info



**Kansas City, MO** @KCMO · Jan 5

Satisfaction with quality of service from 311 has remained level (83% for FY2016 YTD, the same as FY2015). #KCStat



**Leslie Scott** @lscott1967 · 22 Oct 2015

@KCMO Always love watching the KCStat meetings. Our tax dollars at work!



**enoughkc**  
@enoughkc



Follow

@KCMO - Thanks for making the #kcstat meeting "accessible" via Twitter. Probably the best way for citizens to ask questions during meeting.

# Engagement with Residents via KCStat

We had a resident reach out to us during a to offer help with visuals used in presentations.



Kansas City, MO @KCMO - 1 Dec 2015

Allocation of \$1,000 Budget By Goal Area at Citizen Work Sessions as shown.

#KCStat



Julie Steenson

@HoosierJuwils



Following

So grateful to have @mmarie at city hall today to drop data viz truth on @KCMO staff.  
@KateBender5 @KansasCityEric



Meagan Longoria

@mmarie



Follow

@KCMO Please let me teach you data viz best practices. I will do it for free. This should not be a line chart. Try bar or waterfall. #KCStat



# @KCMO311 Overview

- @KCMO311 Twitter account started in March 2013; channel for residents to send in City service requests



Jay G Chapman @Jaygc01 · 7 Aug 2015

Thanks for taking care of this! @KCMO @KCMO311 @dianeheldt



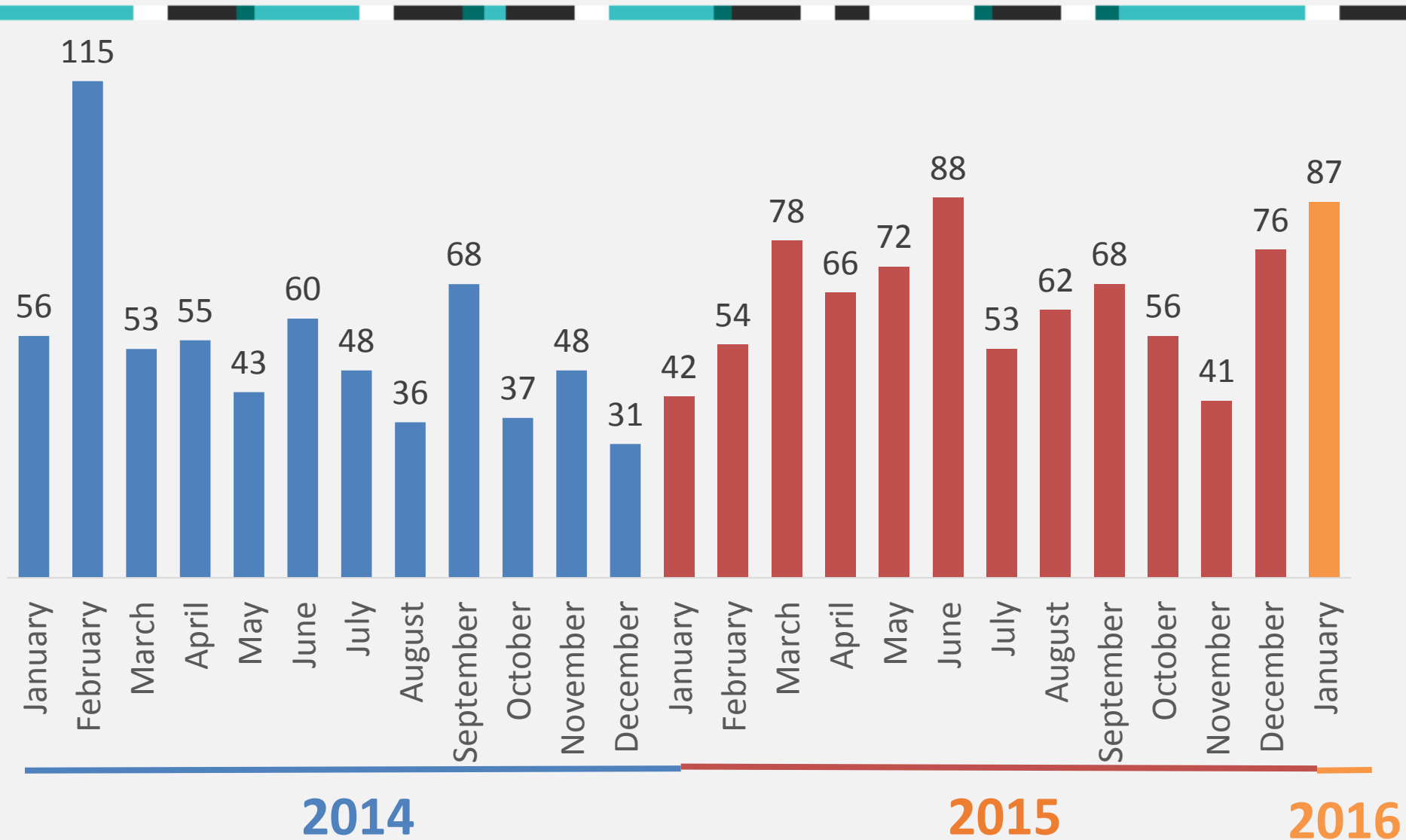
Shannon Jaax @shannonjaax · 13 Oct 2015

Thank you @KCMO311 and @KCMO for restriping our crosswalks so quickly!!

**KCMO 311** @KCMO311

@shannonjaax Created Service Request 2015118831. Track the status online at [bit.ly/status311](http://bit.ly/status311).

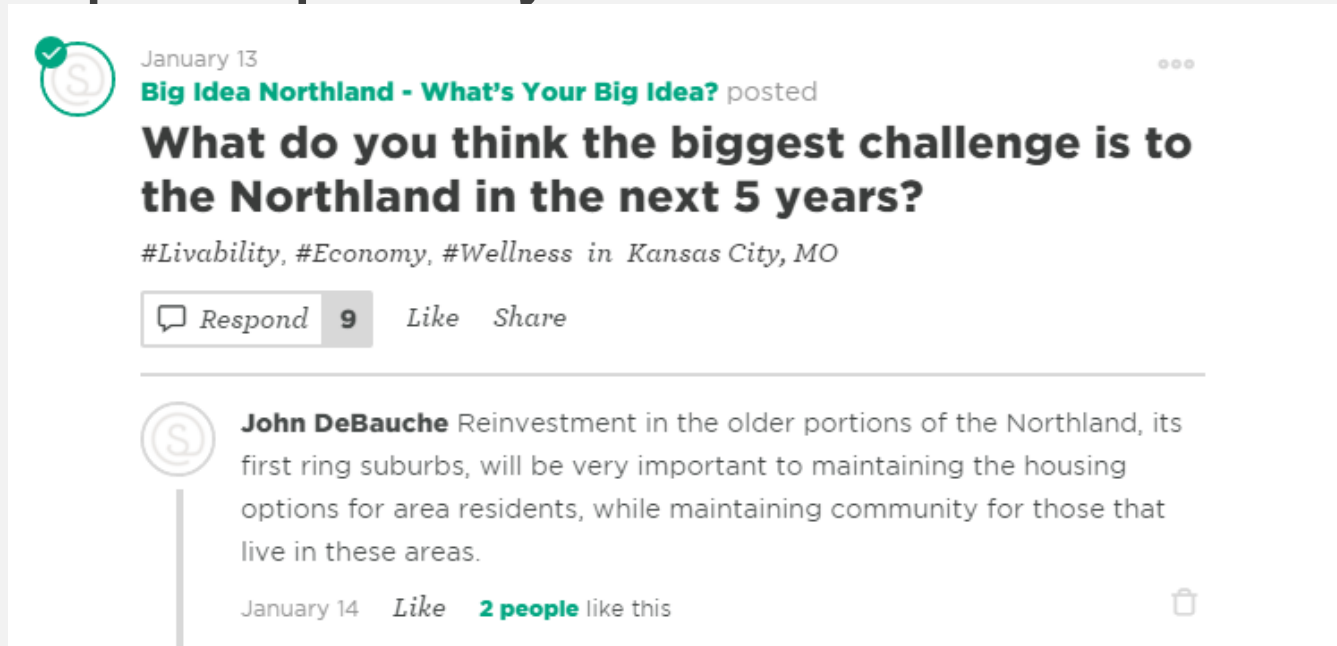
# 311 Service Requests to @KCMO311



Source: 311 Service Request System (<https://data.kcmo.org/311/Service-Requests-from-Twitter-Chart/2xu8-ew7f>)

# Engagement via mySidewalk

- mySidewalk (kcmomentum.org) is a platform where residents can share input on questions posted by the City; used to help shape City decisions




The screenshot shows a post on the mySidewalk platform. At the top left is a circular logo with a green checkmark and a white 'S'. To its right, the text 'January 13' is displayed. Below this, the post is attributed to 'Big Idea Northland - What's Your Big Idea?' with the word 'posted' following. The main question of the post is 'What do you think the biggest challenge is to the Northland in the next 5 years?'. Below the question are the hashtags '#Livability, #Economy, #Wellness' and the location 'in Kansas City, MO'. A row of interaction buttons follows: a speech bubble icon with the text 'Respond', a grey box containing the number '9', and the words 'Like' and 'Share'. A horizontal line separates this from a response. The response is from 'John DeBauche', accompanied by a circular logo with a white 'S'. The response text reads: 'Reinvestment in the older portions of the Northland, its first ring suburbs, will be very important to maintaining the housing options for area residents, while maintaining community for those that live in these areas.' At the bottom of the response, it says 'January 14', followed by 'Like' and '2 people like this'. A trash can icon is visible in the bottom right corner of the response area.

January 13  
**Big Idea Northland - What's Your Big Idea?** posted  
**What do you think the biggest challenge is to the Northland in the next 5 years?**  
*#Livability, #Economy, #Wellness in Kansas City, MO*

Respond 9 Like Share

---

 **John DeBauche** Reinvestment in the older portions of the Northland, its first ring suburbs, will be very important to maintaining the housing options for area residents, while maintaining community for those that live in these areas.  
January 14 Like 2 people like this



# Engagement with Royals fans during postseason run and #KCTrueBlue contest



#Royals Stadium in 1985 #WorldSeries via @MLBcathedrals. 30 yrs later, Kauffman Stadium in 2015 WS via @CodyThorn.



How Blue are You for the #Royals? We want to know! Enter our #KCTrueBlue photo contest: [kcmo.gov/how-blue-are-y...](http://kcmo.gov/how-blue-are-y...)



That Slugger is like 12' tall. Hoping we get some love from #KCTrueBlue #goroyals @Royals #WorldSeries





# #RoyalCelebration parade day

#Royals Danny Duffy (in a bear suit) in  
#RoyalCelebration parade.



Many #Royals fans who attended the  
#RoyalCelebration parade had flags and  
pennants.



After the #RoyalCelebration parade, it was  
a sea of blue everywhere in downtown #KC!



**Dan Ferguson** @Dan\_Ferg · 4 Nov 2015

Thanks to @KCATAMetro @kcpolice & all @KCMO workers for their hard work during @Royals parade. Proud to be a lifelong Kansas Citian!

# Support for Chiefs in playoffs



Kansas City, MO  
@KCMO

City Hall has been lit in red this week in support of @Chiefs in the playoffs.

#ChiefsKingdom 🏈



RETWEETS  
184

LIKES  
462



Kansas City, MO  
@KCMO

#ChiefsKingdom 🏈, your @Chiefs have done it! They end a 22 year playoff win drought with a 30-0 shutout over Houston!

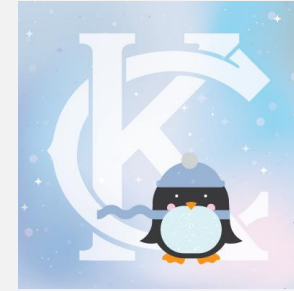


Clinton @thecintonwebb · Jan 16

I really don't pay attention to sports... but I can't help but love how much @KCMO supports its teams. It's pretty amazing.



# KCMO Twitter Avatars



Check out our 2014 and 2015 avatars at [kcmo.gov/thenewkcmo](http://kcmo.gov/thenewkcmo)

# Social media: Best of 2015

## Top Tweet:

It is a [#RoyalCelebration](#) on Tuesday to celebrate our 2015 World Champs! Parade route attached. [#Royals](#)



Impressions 157,565

Total engagements 15,785

Retweets 1,080

Likes 880



RETWEETS 1,085  
LIKES 881



44% satisfied  
with City's  
use of social  
media



+23k New  
followers in 2015  
Total followers =  
58,000+

# Connect with us via Social

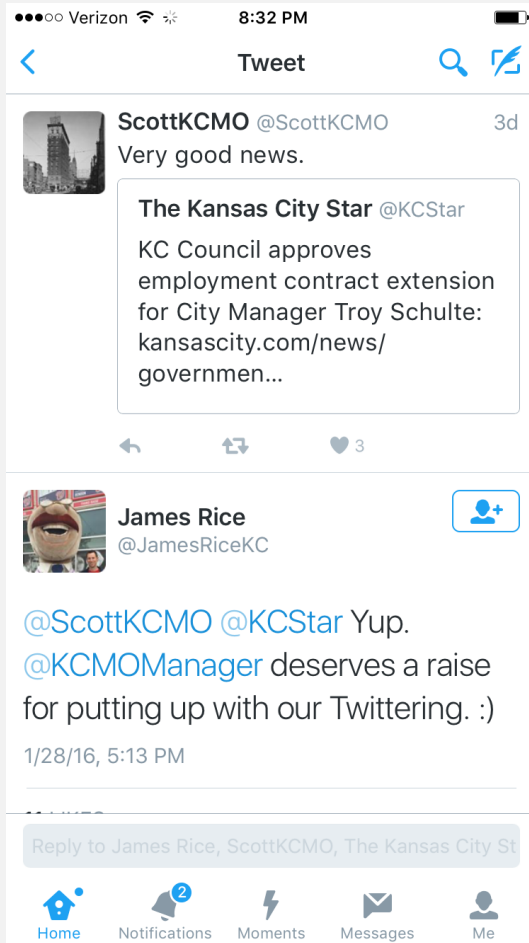


- @mayorslyjames
- @kcmomanager
- @kcpolice
- @kcmowater
- @kcmoparks
- @kcbizcare
- @kcmoplanning
- @kcmooem
- @kcmohealthdept
- @cityofkcmojobs
- @kcmofireddept
- @kcmofirechief
- @kciaairport
- @kcmoinnovation

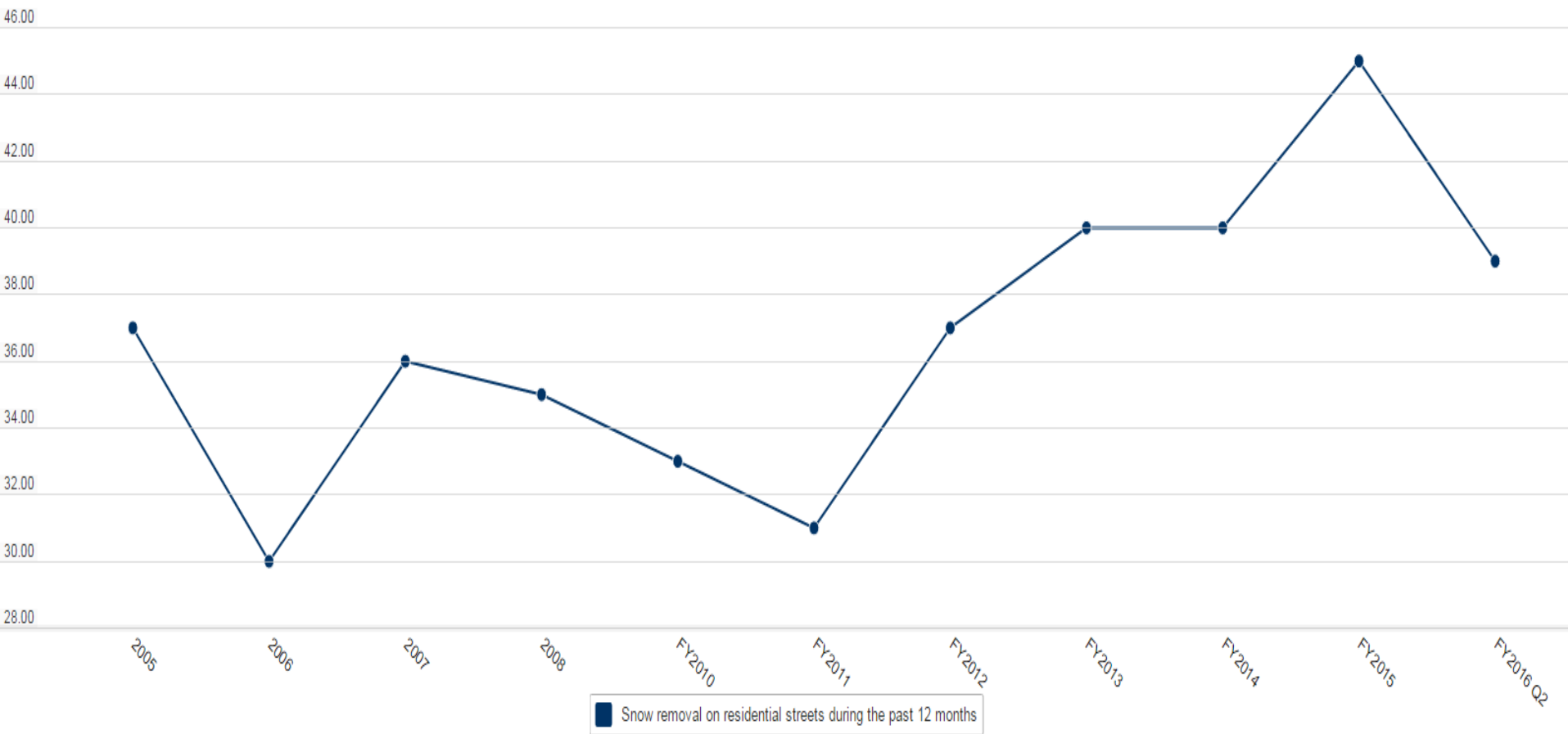
Find all social accounts at [kcmo.gov/social](https://kcmo.gov/social)



# Correspondence with “Frenemies”



# Snow Removal



# THANK YOU.



Contact us!

[chris.hernandez@kcmo.org](mailto:chris.hernandez@kcmo.org)

[mark.vanbaale@kcmo.org](mailto:mark.vanbaale@kcmo.org)

@kcmo and facebook.com/kcmogov

[kcmo.gov/social](http://kcmo.gov/social)